REMARKS/ARGUMENTS

Upon entry of this amendment, which amends claims 1 and 15, and cancels claim 16, claims 1-15 and 17-28 will be pending.

In the Office Action, claims 1-7, 11, 14, 19-28 were rejected under 35 U.S.C. §103(a) as being unpatentable over Sahota et al. (U.S. Patent Application No. 2001/0056460, hereinafter "Sahota"); claims 8, 10, 12-13, and 15-18 were rejected under 35 U.S.C. §103(a) as being unpatentable over Sahota in view Tso et al. (U.S. Patent No. 6,047,327, hereinafter "Tso"); and claim 9 was rejected under 35 U.S.C. §103(a) as being unpatentable over Sahota and Tso in view of Mighdoll et al. (U.S. Patent No. 6,332,157, hereinafter "Mighdoll"). Applicants respectfully request reconsideration of the claims in view of the amendments above and the remarks below.

Claims 1-14

Claim 1 was rejected under 35 U.S.C. §103(a) as being unpatentable over Sahota. Applicants believe that claim 1 is patentable over Sahota; however, in order to clarify the claims, applicants have amended claim 1. Applicants submit that Sahota does not disclose or suggest every element of claim 1, as amended. For example, Sahota fails to disclose or suggest:

> creating a transaction generic to the plurality of end servers, the transaction including a reference to a set of instructions for storing the formatted content; and
>
> sending the transaction to an end server in the plurality of end servers, wherein the transaction allows the end server to execute the set of instructions by calling the reference if the formatted content is desired by the end server, the set of instructions storing the formatted content into the memory of the end server.

Sahota discloses a method and system for transforming content for display and execution on multiple platforms and architectures. Data is extracted from disparate content sources. A standardized data stream is generated from the extracted data. The standardized data stream is then sent to the one or more different types of platforms. See *Sahota,* abstract. Accordingly, Sahota discloses sending the standardized data stream to the different types of

platforms. In contrast, claim 1 recites sending a transaction that allows the server to execute the set of instructions in order to store formatted content into the memory of the end server.

Further, Sahota does not disclose or suggest sending a reference to a set of instructions, where the set of instructions store the content by calling the reference to execute the instructions. The Examiner cites page 2, paragraph 29 of Sahota as disclosing that the syndication, transformation, and caching system is implemented using instructions and code. The Examiner admits that Sahota fails to explicitly teach that a transaction containing a reference to a set of instructions for storing the contents in addition to calling the reference to execute the instructions. The passage the Examiner cites indicates that techniques described in Sahota can be implemented by a processor or central processing unit executing codes or instructions stored in a machine-readable medium. This indicates that whatever techniques have been described in Sahota may be executed in code or instructions. Sahota does not disclose or suggest sending a transaction to the end server. Further, Sahota does not disclose or suggest where the transaction allows the end server to execute the set of instructions by calling the reference to the set of instructions to store the formatted content into the memory of the end server if the content is desired. Accordingly, code or instructions for performing these functions are not disclosed or suggested by Sahota. Applicants request that the Examiner point to techniques described in Sahota that describe the above steps. A general description in Sahota that its techniques may be implemented using code or instructions is not sufficient to disclose or suggest the elements of claim 1. Sahota must disclose the techniques cited in the elements of claim 1.

Embodiments of the present invention provide many advantages not found in Sahota. For example, by providing a transaction that is associated with content, an end server may decide if the content associated with the transaction is desired. The content does not have to be sent to the end server in this case. This alleviates bandwidth use by not sending all the content to an end server. Further, by calling a reference that executes a set of instructions that stores content into the memory of an end server, the end server does not need to know how to format the data. The instructions may just be executed.

Accordingly, applicants respectfully request withdrawal the rejection of claim 1. Claims 2-14 depend from claim 1 and thus derive patentability at least therefrom. Accordingly, applicants respectfully request withdrawal of the rejections of claims 2-14.

Claims 15 and 17-18

Claim 15 was rejected under 35 U.S.C. §103 as being unpatentable over Sahota. Applicants submit that Sahota fails to disclose or suggest every element of claim 15 as amended. For example, Sahota fails to disclose or suggest:

> creating a second transaction including the second formatted content, wherein the first and second transaction are in the same format;
>
> sending the first and second transactions to an end server, wherein the first and second transactions allow the end server to execute a first set of instructions associated with the first transaction to store the first content if the first content is desired and execute a second set of instructions associated with the second transaction to store the second content if the second content is desired.

Accordingly, applicants respectfully request withdrawal of the rejection of claim 15. Claims 17-18 depend from claim 15 and thus derive patentability at least therefrom. Accordingly, applicants respectfully request withdrawal of the rejections of claims 17-18.

Claims 19-28

Claim 19 was rejected under 35 U.S.C. §103(a) as being unpatentable over Sahota. Applicants submit that Sahota fails to disclose or suggest every element of claim 19. For example, Sahota fails to disclose or suggest "wherein the plurality of end servers are coupled to the central manager and configured to receive the transaction and use the reference to execute the set of instructions to store the content into a memory device of an end server executing the set of instructions."

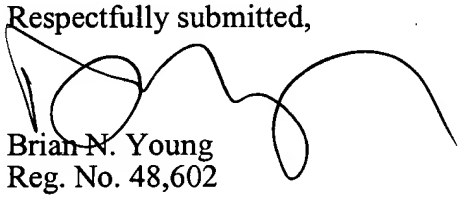
Accordingly, applicants respectfully request withdrawal of the rejection to claim 19. Claims 20-28 depend from claim 19 and thus derive patentability therefrom. Accordingly, applicants respectfully request withdrawal of the rejections of claims 20-28.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,



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